


COUNTY OF YORK

MEMORANDUM

DATE: November 19, 1999 (BOS Mtg. 12/1/99)

TO: York County Board of Supervisors

FROM: Daniel M. Stuck, County Administrator 

SUBJECT: Tourism Fund Allocations

At the June 9, 1999 work session to discuss allocation of the tourism-designated lodging tax revenues, the Board decided to defer action on two requests pending receipt of additional information. Those requests were:

- A request by the Williamsburg Area Chamber of Commerce for a contribution of \$60,000, payable over three years, to help support the construction of the Chamber's new office building. The Board deferred action pending receipt of information concerning the success of the Chamber's private fund-raising efforts as well as the amount of the contributions made by the City of Williamsburg and James City County.
- A request by James City County for a contribution of \$42,460 toward the 4th year of operation of the Relax and Ride Visitors Shuttle. The Board deferred action on this request pending receipt of additional information concerning ridership statistics as well as the credit, if any, being given for use of the buses obtained by the County through the public transit demonstration grant program.

The following information has been collected and is provided in response to the Board's questions:

Chamber of Commerce Contribution:

Since the Board's earlier discussions on this request, both the City of Williamsburg and James City County have approved contributions. The City of Williamsburg's action took place on September 9, 1999 and resulted in approval of a total contribution of \$125,000 (the amount requested by the Chamber) to be paid over a three year period in increments of \$50,000, \$50,000 and \$25,000. The City's initial payment will be made before December 31st and will come from its Capital Contingency fund.

James City County took action on the Chamber request on November 9, 1999. The Chamber had requested a \$100,000 contribution from James City. The amount approved by the County was \$50,000, to be paid in two installments from its lodging tax revenues (\$25,000 in FY2001 and \$25,000 in FY2002). James City intends to reduce its lump sum annual contribution to the Convention and Visitors Bureau by \$25,000 in each of those two years. The County's current annual contribution to the Visitors Bureau is \$550,000.

A copy of an October 11, 1999 letter from Mr. Axtell reporting on the progress of the capital campaign is attached. Since the date of that letter additional funds have been pledged and the

total as of the date of this memorandum is \$600,349. Again, to reiterate, the Chamber's request of York County is a contribution of \$60,000, payable over a 3-year period.

Relax and Ride Visitors Shuttle:

By letter dated March 8, 1999, Mr. Sanford Wanner, James City County Administrator, requested that the Board contribute \$42,460 toward the 4th-year operations of the Relax and Ride Visitors Shuttle. In discussing this request at the June 9th work session, the Board asked for additional information concerning total ridership and the nature of the ridership on the shuttle (i.e. – tourists, locals, employment related, etc.). In addition there were questions concerning the “credit,” if any, being given for the use of the buses acquired under the York County public transit pilot project grant. Staff has obtained the following information in response to these questions. In addition, Mr. Wanner plans to be present when the Board next discusses this issue to respond to questions and provide additional information.

- **Ridership:** Total ridership for the third season of Relax and Ride was 103,643, or an average daily ridership of 1,016. This represents a decline from the 2nd season figures of 121,061 total and 1,110 average daily. The decline in ridership is attributed to the decline in hotel occupancy rates this past summer. JCCo officials also provided the following statistics concerning the shuttle: the Gold Line (the route serving Bypass Road accounted for 30% of the daily ridership); 84% of all passengers were visitors and the remaining 16% were local residents; information concerning the purpose of local riders trips was not gathered; 90% of passenger destinations were to attractions (Busch Gardens was 1st, Water County was 2nd, and Colonial Williamsburg was 3rd).
- **Private Sector Support:** Paid advertising contributed \$10,000 toward the cost of the program in 1999.
- **“Credit” for Buses:** During the first two years of the Relax and Ride program, the County contributed \$20,000 annually as its share of the operational costs. In 1999, the County was given a “credit” of \$11,500 for use of the two buses and the cash contribution was \$8,500. We have indicated to James City County officials that the County would again be willing to allow the use of the buses, provided there is appropriate “credit” given. It is our understanding that Mr. Wanner will be prepared to address this issue at the December 1st meeting.

Additional Request

I recently received a letter (copy attached) from the Fourth of July Celebration Committee expressing appreciation for the \$17,285 contribution toward the 1999 celebration and requesting a contribution of \$20,000 toward next year's event. The letter and attachment detail the various uses of the requested funds. Since the Committee needs substantial lead time in order to properly plan for the July 4th celebration, I am bringing this request to the Board at this time for consideration and a decision.

Recommendations

My recommendations concerning each of these requests are:

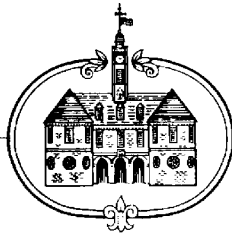
- **Chamber of Commerce:** The proposed office building will house both the Chamber of Commerce and the Convention and Visitors Bureau. While I believe the majority of support for the project should come from the business community, the County and its tourism industry do benefit from the advertising and promotional activities of the CVB. Therefore, I believe it would be reasonable to consider some level of support (perhaps 50% of the request) from the Tourism-designated lodging tax revenues. If the Board is inclined to consider a contribution of \$30,000, I recommend that it be paid in two \$15,000 increments. I recommend that the first payment be made before December 31st and the second before December 31, 2000. I do not recommend that this amount be deducted from the basic contribution provided each year to the Convention and Visitors Bureau (\$126,300); however, if the CVB again requests an additional allocation from the lodging tax revenues as it has done the past two years to support the Revolutionary Fun advertising campaign, the Board may want to keep the building fund contribution in mind as it evaluates such a request.
- **Relax and Ride:** I suggest that the County's contribution consist of the use of the buses and a cash amount to be determined after hearing Mr. Wanner's proposal concerning the amount of "credit" to be given for the buses. Recalling that last year's cash contribution was \$8,500, I will leave the amount of this year's to the Board's discretion. However, as noted in my June 1, 1999 memorandum on this subject, I believe it is important to send a message to the private sector that some form of direct support (other than advertising) will be expected if York County is to continue to support the program after the 2000 operating season.
- **4th of July:** I believe the additional funds contributed by the Board for the 1999 event provided some very beneficial safety and operational enhancements. Therefore, I recommend that the Board authorize the requested \$20,000 allocation for the July 4, 2000 celebration.

Sufficient funds are in the Tourism-designated lodging tax account to make these contributions and accomplish the other initiatives the Board has discussed. The Tourism-designated lodging tax revenues have been appropriated so all that is needed is the Board's direction as to how and in what amount the funds are to be allocated.

Please let me know if you have questions or need additional information.

Carter/3337:jmc

Attachments



October 11, 1999

Mr. Daniel M. Stuck
County Administrator
York County
Post Office Box 532
Yorktown, VA 23690-0532

Dear Danny:

Since we last met with you and the York County Board of Supervisors in June, significant progress has been made on our building project and Cornerstone for the Chamber Campaign. To date we have \$540,762.50, or 77.2 percent, of our goal of \$700,000 pledged, committed, and donated.

Momentum for the campaign increased recently with the unanimous vote by the Williamsburg City Council to approve our request for \$125,000. Commitments of \$10,000 from Crestar Bank, Virginia Power, Barnett Development Company, Wachovia Bank, Dominion Resources, Williamsburg Soap & Candle Company, Old Point National Bank, and the Pepsi Bottling Group as well as lesser amounts from many other member firms complemented this. We are still holding a major announcement by a large corporate member. Its delay is caused by the need to have an IRS tax exempt determination letter on file. Our application for this is under review and we anticipate a favorable ruling. Proposals to several others remain under review and we anticipate these announcements to be forthcoming.

Efforts to generate support from the campaign team and Chamber board of directors produced positive results - 100 percent participation from both groups. Additionally, we are asking for support from our former Chamber presidents and the graduates of our Leadership Historic Triangle program; and 100 percent of the Chamber and Bureau staff have given.

Focus in the upcoming weeks is on the general membership. An informational packet discussing the project and opportunities for member support recently mailed precedes a two-day phone-a-thon next week. An incentive to generate member giving is the 2 X 4 Club. Members can voluntarily double their membership fees over four years and be recognized on the donor wall in the new lobby. We believe this will raise \$75,000.

On the construction side of the project, Guernsey-Tingle Architects received design approval from the Williamsburg Architectural Review Board in August and is proceeding with the development of working drawings. Prequalification requests for proposal were sent to all member contractors, and those firms who prequalify will soon receive bid proposal packages.

Serving the City of Williamsburg and the Counties of James City and York

P.O. Box 3620 ♦ 201 Penniman Road ♦ Williamsburg, Virginia 23187 3620
(757) 229-6511 ♦ Fax (757) 229-2047 ♦ wacc@williamsburgcc.com ♦ <http://www.williamsburgcc.com>

Mr. Daniel M. Stuck
October 11, 1999

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Several financing proposals are under review by our building finance committee. Proposals to offer no interest payments during the five year pledge period were included among other creative concepts. Financing arrangements are expected to be concluded next month.

We respectfully request York County to now commit its support to this public/private regional opportunity. We are confident the fund-raising initiatives planned or underway will succeed, and action by the County to financially support the project will serve as a catalyst to others. We would like the opportunity to discuss our request with you and the supervisors at the regular meeting of the board, November 3rd or at one of its work sessions later this month.

Your interest and consideration of our request is appreciated, and we look forward to meeting with you. Unfortunately, I must go out of town; however Don Messmer (253-5606) or Bob Hershberger (229-6511) will coordinate our meeting with you.

Sincerely,



Kenneth H. Axtell
Co-Chair, Capital Campaign Committee

KHA/lcg

CC: Donald J. Messmer
Walter C. Zaremba
David E. Bush
George M. Hudgins



Yorktown
Fourth of July Celebration Committee Inc.
Post Office Box 4444 • Yorktown, Virginia 23690

October 7, 1999

Mr. Daniel M. Stuck
County Administrator
County of York
P.O. Box 532
Yorktown, Virginia 23690

Dear Mr. Stuck:

As you know, last March, the York County Board of Supervisors appropriated \$17,285 from the Tourism Fund in support of the 1999 Yorktown Fourth of July Celebration. Because of this support, the Fourth of July Committee was able to address some of the major operational and safety issues that were previously beyond our financial resources to fund. As a result, we feel that the 1999 Fourth of July Celebration was one of, if not the best event in its' 20 year history. Speaking on behalf of the Committee, we are extremely appreciative of the Board's support and hope that we could be considered for this type of funding on a continuing basis.

To that end, I am enclosing a detailed budget request of \$20,000 for the 2000 Celebration for consideration. Most of the budget items remain the same as last years' request with the following exceptions.

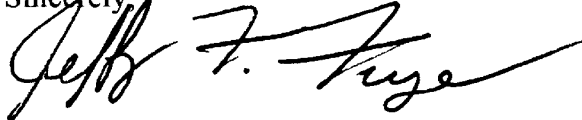
- We would like to double the number of diesel powered light towers in order to provide lighting in areas that were unable to be lighted with the 10 units we had available. Areas we are concerned about having additional lighting for were "shortcut" routes to the Battlefield parking area that many people used which were through and around the National Park Service Visitors Center as well as the outer boundaries of the Battlefield parking area itself. (The cost to provide additional units is estimated at \$2,000.)
- We would like to be able to comply with the Department of Fire and Life Safety's request to use electronic firing devices for the fireworks instead of firing them by hand. Fire and Life Safety officials told us that

October 7, 1999
Mr. Daniel M. Stuck
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electronic firing of explosive materials is a much safer method than firing by hand. (The fireworks contractor estimated that providing these devices would cost an additional \$1,000.)

Please feel free to contact me if you have any questions about this request. Thank you very much for your time and efforts on our behalf.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Frye", with a stylized flourish extending from the end.

Jeff Frye
Chairman
W: 886-3309
H: 220-3047

Attachments

YORKTOWN
FOURTH OF JULY CELEBRATION
FY2001 DETAILED BUDGET REQUEST

Work-As-Required Staff

300 total hours @ \$7 per hour	\$2,100
Benefits @ 7.65%	160

Operational Expenses

Rental of:

25 6 ft. long tables @ \$5 each	125
50 White Metal Samsonite Chairs @ \$1.20 each	60
25 Disposable Table Clothes @ \$2 each	50
1 Platform Stage with steps	145
Delivery, set-up and pick-up of stage	25
Damage Waiver Fees to rental company	45
19 Portajohns with an afternoon cleaning	1,250
4 20 kw Diesel Whisper Watt Generators , Delivered	350
2 Spider boxes w/cable & 20 amp circuits	50
9 Digital Message Signs @ \$800 each	7,200
Ice Trailer w/750 bags of ice	750
24 ft. box truck for one week	560
20 Diesel Powered Light Towers @ \$200 each	4,000
6 30" fans @ \$75 each	450
3 2500 watt generators for fans @ \$120	360
Electronic firing of fireworks	1,000
 Video/DJ Music at the Monument 6pm-8pm	 600
DJ Music at the Waterfront 6pm-9:15pm	500

Contingency	<u>220</u>
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TOTAL REQUEST	\$20,000
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United States Department of the Interior

NATIONAL PARK SERVICE

Colonial National Historical Park
Post Office Box 210
Yorktown, Virginia 23690

IN REPLY REFER TO:

July 21, 1999

Ms. Cheryl Sonderman
York County Parks and Recreation
Post Office Box 532
Yorktown, Virginia 23690

Dear Cheryl:

As a follow-up to the recent 4th of July event in Yorktown, I wanted to express our appreciation for the lighted "message" signs along key roads in the area, and for the use of the additional portable floodlight units around the event areas. As you know, the park has made our large portable light unit available for the event for the past several years, but there are many other areas that have really needed supplemental lighting after dark.

The addition of both of these items this year made a significant difference in the safety of the event for the public, as well as helping make the traffic flow smoother and more convenient. We hope it possible to arrange for use of those items again for next year's event.

Sincerely,

James T. Burnett
Chief Park Ranger